

**Benzie Transportation Authority**

**Marketing Committee Meeting Agenda**

**August 27, 2019**

**Petals & Perks**

**Call to Order**

**Roll Call**

**Approval of Agenda**

**Approval of June 27, 2019 Marketing Committee Meeting Minutes**

**Public Comment**

**Marketing**

1. **Budget**
2. **Crystal Lake Express**

**PR**

**Recent Ink**

**Old Business**

1. **Hopthru**
2. **TC Pit Spitters**
3. **Youth Engagement** 
   1. **Read and Ride June 17-August 31**
   2. **School Open Houses**
4. **NEMT Marketing Grant from MPTA**

**New Business**

1. **Marketing/PR Plan for Millionth Rider**
2. **Communications Plan for 2020 Millage**

**Public Comment**

**Future Meeting Schedule**

**Adjournment**